

I/WE CLAIM:

1. A method of displaying information in a magazine, the steps comprising:  
providing one or more adjacent flexible pages bound together at a binding;  
5 providing a flexible self-contained information displaying means, the self-contained  
information displaying means including:  
an electronic display membrane,  
control circuitry operatively communicated to the electronic display membrane  
for use in electronically displaying information on the electronic display membrane, and,  
10 at least a first power cell operatively communicated to the control circuitry for use  
in supplying power to the control circuitry;  
affixing the electronic display membrane to one of the flexible pages; and,  
automatically displaying at least a first electronic information message on the electronic  
display membrane.

15 2. The method of Claim 1, wherein the step of providing a flexible self-contained  
information displaying means, the self-contained information displaying means further  
comprising:  
a sensor for use in determining the proximity of the one or more adjacent flexible pages;  
20 and,  
wherein before the step of automatically displaying at least a first electronically  
preprogrammed information message on the electronic display membrane, the step further  
comprising:  
sensing the turning of a flexible page adjacent to the electronic display membrane.

25 3. The method of Claim 1, further comprising the step of:  
affixing the control circuitry to the binding.

4. The method of Claim 1, further comprising the step of:  
affixing the control circuitry to one of the flexible pages.

5     5     The method of Claim 2, wherein the step of providing a flexible self-contained  
information displaying means further includes:  
electronic information storage means.

6. The method of Claim 5, further comprising the step of:  
selectively communicating the electronic information storage means to the control  
10    circuitry.

7. The method of Claim 5, wherein before the step of selectively communicating the  
electronic information storage means to the control circuitry, the step further comprising:  
preprogramming the electronic information storage means.

15

8. The method of Claim 5, wherein the step of providing a flexible self-contained  
information displaying means, the self-contained information displaying means further  
comprising:

20     an electronic data receiving port operatively communicated to the control circuitry; and,  
further comprising the step of:  
selectively operatively communicating the electronic information storage means to the  
control circuitry, and,  
programming the electronic information storage means via electronic data receiving port.

25

9. A magazine, comprising:  
at least first and second flexible pages bound together at a binding;  
a thin electronic display membrane fixedly attached to the first flexible page;  
electronic control circuitry operatively communicated to the electronic display  
membrane;

at least a first power cell operatively communicated to the electronic control circuitry for use in supplying power to the electronic control circuitry.

10. The magazine of Claim 9, further comprising:

5        electronic information storage means being selectively removable with respect to the electronic control circuitry.

11. The magazine of Claim 10, further comprising:

10        user interface means operatively communicated to the electronic control circuitry.

12. The magazine of Claim 11, further comprising:

      sensor means for use in determining the proximity of the at least a first flexible page with respect to the at least a second flexible page.

13. The magazine of Claim 12, further comprising:

15        audio transmitting means operatively communicated to the electronic control circuitry.

14. The magazine of Claim 13, wherein the audio transmitting means is a speaker.

20        15. A method of displaying information in an associated pamphlet having one or more associated pages, the steps comprising:

      providing a thin self-contained electronic display device;  
      preprogramming the electronic display device with at least a first preprogrammed information message;

25        affixing the electronic display device to the at least a first associated page; and,  
      displaying the information message on the electronic display device.

16. The method of Claim 15, wherein the step of displaying the information message on the electronic display device, includes:

automatically displaying the information message on the electronic display device.

17. The method of Claim 15, further comprising the step of:  
selectively removing the electronic display device from the associated pamphlet.

5

18. The method of Claim 17, wherein the step of providing a thin self-contained  
electronic display device, includes:

providing a thin self-contained electronic display device having a user interface means  
for use in receiving associated user input; and,

10

further comprising the step of:

automatically displaying the information message on the electronic display device  
responsive to the input from the user interface means.

#559616 v10

15